

ALLOCATION OF ADDITIONAL FUNDING

The countywide Tourism Marketing District will expire in June 2020 and the lodging community, in partnership with Visit SLO CAL, is seeking the renewal of the District. Visit SLO CAL has worked with lodging investors to identify and plan for priority investment needs and growth opportunities over the coming decade. Through a ten-year renewal and increase in assessment from 1% to 1.5%, additional funding would be allocated in the following ways:

ADVERTISING & MARKETING

Increased campaign investment in key feeder markets (Los Angeles, San Francisco, Phoenix, Seattle, Denver, Dallas-Fort Worth and Las Vegas) to drive demand during need times and increase length of stay through highly-targeted brand marketing and co-ops, in order to offset a 20% increase in countywide lodging inventory over the next four years

STR is forecasting a 3.5% decrease in occupancy and a 1.7% decrease in RevPAR in 2020



SALES SUPPORT

Help communities manage the unprecedented 20% increase in countywide lodging inventory over the next four years through the growth of travel trade initiatives



INTERNATIONAL MARKETS

Investment in top inbound international markets and key new growth markets



AIR SERVICE DEVELOPMENT

Grow economic impact of tourism through continued development of additional flights and new air service markets



DESTINATION MANAGEMENT STRATEGY (DMS) RECOMMENDATIONS

Implement Visit SLO CAL owned tourism-related recommendations coming out of the DMS



TOGETHER WE CAN SECURE SLO CAL'S SUCCESS



Cultivate Awareness



Establish New Markets



Foster International Visitation



Drive More Demand



Advocate for Our Future

VISIT
SLO
CAL
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